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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/648,599	08/25/2003	Bhavesh Mehta	50269-0558	4272
73066	7590	03/27/2009	EXAMINER	
HICKMAN PALERMO TRUONG & BECKER LLP/Yahoo! Inc. 2055 Gateway Place Suite 550 San Jose, CA 95110-1083			CARLSON, JEFFREY D	
			ART UNIT	PAPER NUMBER
			3622	
			MAIL DATE	DELIVERY MODE
			03/27/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Interview Summary	Application No.	Applicant(s)	
	10/648,599	MEHTA ET AL.	
	Examiner	Art Unit	
	Jeffrey D. Carlson	3622	

All participants (applicant, applicant's representative, PTO personnel):

(1) Jeffrey D. Carlson. (3) Daniel D. Ledesma.
 (2) Brian Hickman. (4) John Cheng.

Date of Interview: 24 March 2009.

Type: a) Telephonic b) Video Conference
 c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
 If Yes, brief description: _____.

Claim(s) discussed: proposed claim 21.

Identification of prior art discussed: Carruthers et al, KR 2001000688 A.

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Applicant proposed claim language to address the requested obligations of a second advertiser and how they would adversely affect an earlier first advertiser if they were fulfilled. Also to limit the slot criteria to include the subject of the page containing the slot. Examiner noted the cited KR 2001000688 A reference which seems to be highly relevant and will furnish a translation of the reference .

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

/Jeffrey D. Carlson/ Primary Examiner, Art Unit 3622	
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